



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 274-2007

## LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: December 7, 2007

SUBJECT: New "MBCulture" program on MBTV 77

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2007 DEC -7 PM 4:22  
CITY CLERK'S OFFICE

As part of Miami Beach's ongoing efforts to provide enhanced information about the City to the community, we are now airing a new program, "MBCulture" on MBTV 77, our government access cable TV station. "MBCulture" is a 30-minute program hosted by Miami Beach Cultural Arts Council co-chair and former TV news anchor Ileana Bravo-Gordon. The show, shot on location at the Colony Theater, includes an in-depth look at the year-round programming and venues that provide world class arts and culture to our residents and visitors.

Each program also includes a "live" interview with guests regarding upcoming arts and culture events. The first program features interviews with Art Basel Miami Beach liaison Robert Goodman as he explains the ins-and-outs of this international event, and City of Miami Beach Tourism & Cultural Development Director Max Sklar speaking about Sleepless Night. A new interview segment will be incorporated into the show every quarter.

The name "MBCulture" was selected as an additional method to cross-promote the City's cultural website (MBCulture.org). This show is one of several new TV programs written, filmed and produced by the MBTV staff in the City's Communications Department. Other recent programs include the monthly 30-minute "Survey Says," an in-depth report on the 2007 Hay Group "Customer Satisfaction Survey;" "Plan & Prepare Miami Beach," a 30-minute primer on preparing for hurricanes; "Planned Progress: Our Capital Improvement Program," a 30-minute update on achievements of our CIP program; and, "Women Worth Knowing," a 30-minute profile of women community leaders honored by the Miami Beach Commission on the Status of Women. Additional programming includes the City's monthly, award-winning news-magazine show, "CityVision," that provides a timely look into issues and events in the city, public service announcements, and special events programming (e.g. State of the City, Miami Beach-China Connection, etc.).

These shows are produced specifically to illustrate the City's progress in meeting the goals of our Strategic Plan, and to provide information to our residents on current events, programs and services that affect them. They are promoted on MBTV 77, in MB magazine, and in our weekly CityPage published in the Miami Herald Neighbors section.

"MBCulture" airs on MBTV 77 Monday through Friday at 7:30 a.m., 10:30 a.m., 1:30 p.m., 4:30 p.m. and 7:30 p.m. It is shown on Sunday at 7:30 a.m. A DVD copy of the program is attached.

If you would like a DVD copy of any program produced by our TV staff, please contact Jay Moore, MBTV 77, at extension 6940.